

# **Federal City Performing Arts Association**

## **Board of Directors Meeting Minutes**

**Wednesday, November 20, 1996, 7:30 pm**  
**2801 M St, NW, Washington, DC**

**DIRECTORS:**    Present:    Fred Boykin, Dick Dorr, Jack Gerard, Thom Gibb, Darrell Lewis, Jeff Peirce, John Perkins, Henry Salevsky, Joe Vignali, Bob Wheeler, Robert York.

                 Absent:    Bill Eadie (proxy assigned to Madigan), Jim Madigan.

**STAFF:**            Jim Holloway, Nathan Monell.

**GUESTS:**          Mark Bobaci (facilitator).

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### ***I. Call to Order***

Meeting Called to Order at 7:32 pm by Boykin.

### ***II. Approval of Minutes***

Vignali moved, Wheeler seconded, to approve the October 23, 1996 minutes.  
Unanimous in favor. Minutes approved.

### ***III. Financial Report***

- ▼ Peirce distributed the Comparative Statements of Income and the Balance Sheet for October 31, 1996. Monell reviewed them and entertained questions.
- ▼ Pierce will work with anyone interested in re-allocating their individual department's monthly revenues or expenditures over the 12-month budget spread.
- ▼ Boykin reminded members that all requests for payments due December 7 or 8 for the holiday concert must be submitted by next Sunday night.
- ▼ Boykin urged members to monitor their monthly expenditures, particularly for payments known to be due but not yet made. Peirce and Monell advised members to submit check request forms for forthcoming payables and to include the estimated amount of the expenditure.
- ▼ In brief, Peirce asked members to see him on Sunday nights regarding the status of checks - he will look into the matter and report back; a new computer for the office is expected to be delivered later this week; the Finance Committee is developing a new chart of accounts and account codes for 1997-98 and beyond that it anticipates presenting to the Board for approval next month; and a payment schedule for the Indianapolis trip will be available in January.

Peirce moved, Lewis seconded, to move the line item for accounting services out of the salary line to the contractual services line in the budget.  
Unanimous in favor. Motion passed.

Gibb moved, Vignali seconded, to accept the Financial Report.  
Unanimous in favor. Report accepted.



#### ***IV. President's Report***

- ▼ Boykin has appointed an ad-hoc committee with Stuart Kopperman as chair to examine the feasibility of the chorus undertaking a European tour. He thanked Board members who had attended two meetings already held on the issue for their participation.
- ▼ Everyone was thanked for contributing to a successful retreat, especially Lewis, Rexroth, Vignali and Holloway. The open forum was apparently well-received; there has been a lot of positive feedback on that session. The next open forum will be held at New York Ave Presbyterian Church on January 12 from 4 to 5 pm.
- ▼ Boykin has started meeting briefly with each committee chair to check at mid-year how things are going, identify problems people are encountering, and to set plans for the remainder of the year.
- ▼ Ticket sales appear to be lagging behind last year. This is a concern shared with Salevsky, and members with any input on this issue are encouraged to speak to him.
- ▼ The Executive Committee met last week with Monell for his annual performance evaluation. The annual review for the Executive Director will now be moved to the March/April period to coincide with the annual review of the Music Director and so that any resultant salary adjustments can be more readily incorporated into the following fiscal year budget.
- ▼ Holloway, Boykin and Perkins have met and formulated a plan for the hiring of a new Assistant Music Director. Announcements regarding the position will appear next month in GALAgram, and the following month in the Washington Post, Washington Blade and elsewhere.
- ▼ Boykin turned the meeting over to Bombaci to perform a chorus health check.

#### ***V. Executive Director's Report***

- ▼ Monell reviewed a detailed written report updating specific projects. Issues included were work on the James Richardson Endowment Fund, servings as liaison on legal issues, issues regarding the financial management system, reflections on the Prayers for Bobby concert, computer maintenance issues, the Jordan Kitts contract for the piano donation, a proposal to American Express for sponsorship of the Naked Man concert, a Holly Near concert final report well-received by Eastern Kodak, a proposal seeking participation in inaugural events sent to the White House, the Wolf Trap Farm Park Christmas Carol Sing this year conflicts with our Holiday concert, an update on performance inquiries, a reminder on ticket sales, and a reminder that kindness is vital to the retention of volunteers.
- ▼ A proposal (previously distributed) for a new CD project, "Proud & Peaceful" was discussed. The proposal recommends that GMCW create a CD of light classical, original new age compositions, and original arrangements of popular melodies featuring twelve to fourteen pianists from within the GALA family. The project would be a new revenue source for GMCW utilizing its proven artistic and management resources. A twelve-month action timeline and projected budget were also detailed.

**Lewis moved, Vignali seconded, to accept the proposal for "Proud and Peaceful" with the approval of the Finance Committee.**

**Unanimous in favor. Motion approved.**

- ▼ Monell distributed a 1996-97 Fundraising Board Participation Analysis, a self-audit for each member to complete and compare with their Board of Directors agreement form. He also distributed a Board Member Training Needs Analysis form that members were requested to complete and return; the results will be used to evaluate what kind of training will be scheduled.



#### **VI. Music Director's Report**

- ▼ Holloway acknowledged the Membership committee for pulling together a fine retreat, and Vignali and his production team for supporting so well the "In Recital" concert.
- ▼ From his written report Holloway announced that Andrew Sullivan was confirmed as the guest narrator for the Holiday concert. Ted Spencer and Eadie are compiling the script for the other readings.
- ▼ Holloway reported that 15 individuals from the chorus met on November 11th to discuss the possibilities of a GMCW tour in Europe, including the level of interest and participation, purposes of such a tour, its fit within our mission, costs, destinations, host organizations, impact on an organizing committee, and impact on the chorus membership and administration. There was unanimous agreement to pursue the idea, and an ad hoc committee was formed to examine various options for a concert tour. This committee includes Stuart Kopperman (chair), Roger Bergstron, Ned Kelock, Jerry Lee, Charlie Merk, Andy Horsely, Bob Wheeler, Keith Wall and Holloway. This group met on November 18 to discuss specific strategies for gathering information (including the level of interest of current chorus member), and to set a time line for further preparations if approved.
- ▼ The membership of the Artistic Advisory Panel has been set, a meeting time is being arranged, and the group should soon begin its mission of considering the suggestions of the Total Programming Experience group and the ongoing work of the former Repertoire Advisory Committee. Holloway announced he was recommending Jack Killen for chairman of the committee because of his perspective as a long-time chorus supporter but not member, his long history of involvement with the Capital Club and as a committed audience member, and his professional management expertise. Holloway requested comments from the Board on this recommendation; Bombaci facilitated the discussion. Killen's selection received positive endorsement by the Board.
- ▼ Holloway presented an invitation for the chorus to perform at All Souls Unitarian Church on April 26, 1997, for a fee of \$1000.

**Vignali moved, Lewis seconded, to accept the invitation to perform at All Souls Unitarian Church on April 26.**

**Unanimous in favor. Motion passed.**

- ▼ Board members were reminded to conduct their important business outside of valuable rehearsal time. If conducting business during rehearsals is unavoidable, please let it be the exception.

#### **VII. Team Reports**

- ▼ *Marketing* - Salevsky distributed a written report and flyers for promoting the Holiday Concert. He reviewed the print ads for the Holiday Concert and "Prayers for Bobby. The team is testing a new professional telemarketing effort at this time for the Holiday Concert. Although late decisions are sometimes unavoidable, the Marketing Team would appreciate as much lead time as possible to include notable performers and quests in all their marketing initiatives. Also, the Team is making a commitment to the delivery of posters, postcards, flyer, etc. 6 weeks prior to a production so that these products can be more effectively used.
- ▼ *Community and Public Relations* - Gibb distributed copies of the new chorus Newsletter for the community and thanked all involved with its production and mailing. For the "In Recital" concert the team was pleased that members of the Lesbian and Gay United Employees at AT&T (LEAGUE) served as ushers; the co-sponsorship by PFLAG was appreciated; and 30 promo letters had been sent to area churches. Arrangements with the Hospital for Sick Children for their presence at the Holiday concert are going well; chorus members will be asked to donate books for the children to be



presented to a hospital representative at the concert - a nice tie-in to the production's story sub-theme. PWA tickets will be offered for the Sunday afternoon performance through David McMullen of the Whitman-Walker clinic. Work has begun on the Annual Report and will proceed when the team has received the audited financial report.

- ▼ *Advertising* - Gerard reported that ad revenues appear to be ahead of last year. He and Gary Regan are also concentrating on sponsorships and were pleased to have secured Merrifield Garden Center for "In Recital." Sponsors are being sought for "Let Us Entertain You!" and the Potomac Fever tour. Monell is sending a proposal to American Express Financial Services requesting sponsorship (\$5000) of the "Naked Man" concert; Salevsky has been cultivating a relationship with AEFS for the past year and three representatives attended the Capital Club membership gala. Also the team is looking at Starbucks and Colbalt/Ozone as corporate sponsors.
- ▼ *Membership* - Lewis announced that the team would be sending holiday cards to all members of the chorus, to be paid from team-generated revenue. The team is working on letters to members regarding vocal reviews; the schedule is being worked on and it is intended that the letters will be out before the holiday break. Sources for placing notices about January auditions beyond the Blade's circulation reach are being explored.
- ▼ *Production* - Vignali thanked everyone who helped with the "In Recital" concert; it was another excellent production and showed that we can pull off six or seven concerts a year. The Capital Hill United Methodist Church was excellent to work with; it's being looked into as a possible rehearsal site for A Few Good Men. Some parking for the holiday concert has been secured from the city and more is being worked on. Gig sheets are out. Anyone with concert needs should see him or Gary Turner immediately.
- ▼ *Personnel* - In consultation with Boykin and Holloway the team has drafted a plan for the hiring of a new Assistant Music Director. Perkins stressed that the primary role of the team was to provide logistical and clerical support to the Music Director in the hiring process. It is expected that position announcements will be posted in January, interviews will be conducted in late winter and spring, and the position will be filled July 1.
- ▼ *Indianapolis Trip* - Dorr announced that the first meeting of the trip committee will be on Monday to consider a specific schedule and other logistics. The Indianapolis arrangements person has indicated that IMC is working very hard to provide community housing for all of GMCW.
- ▼ *Merchandizing* - Dorr continued, announcing that the Holiday CD was now available at Borders Books and Music at Pentagon City - the first time in a main-line bookstore. We've sold about 900 CDs to date out of a projected sale of 1200 this year. A few comp copies have been sent out to people like Bruce Trinkley and Gary Simmons; review copies with a press release are being sent out to selected media reviewers. There will be a CD launching program with Potomac Fever at Borders on December 14 at 3:00 pm.
- ▼ *Fundraising* - Gerard reminded members that the Fall phonathon is scheduled for Monday and Tuesday, December 9 and 10, and possibly on the 11th. David Streit is coordinating this and welcomes additional volunteers.

**VIII. Old Business**

None.

**IX. New Business**

Peirce moved, Vignali seconded, to move into Executive Session.  
Unanimous in favor. Board moved into Executive Session at 9:42 pm.

Vignali moved, Peirce seconded, to move out of Executive Session.  
Unanimous in favor. Board moved into open session at 9:50 pm.

Perkins moved, Vignali seconded, To indemnify the individual Board Members and Staff who acted in the interest of GMCW and FCPAA and are now named in the Jan Albright lawsuit for all the actions raised in Mr. Albright's complaint, case number 1:96CV02283(RCL).

Nine in favor; None opposed; One abstention. Motion carried.

**X. Adjournment**

Gibb moved, Vignali seconded, to adjourn the meeting.  
Unanimous in favor. Meeting adjourned at 9:52 pm.

Respectfully submitted,



John E. Perkins  
Secretary  
FCPAA

**Attachments for the Record::**

Comparative Statements of Income, October 31, 1996  
Comparative History Balance Sheet, October 31, 1996  
Executive Director's Report, November 20, 1996  
CD Proposal: Proud & Peaceful, November 1996  
Music Division Report - November 1996  
GMCW Marketing Team Report, November 20, 1996